



# PORT OF TACOMA STRATEGIC PLAN

Commission  
Work Session  
January 20, 2017

# TEAM ROLES



**Allegra Calder (BERK)**

*Project Manager & Facilitator*

- Main point of contact
- Plan development
- Facilitation
- Stakeholder and community engagement



**Kristin Maitt (BERK)**

*Financial Analyst*

- Financial and analytic support
- Community engagement support



**Brian Murphy (BERK)**

*Strategic Planner & Facilitator*

- Strategic plan development
- Implementation framework
- Facilitation support



**Jennifer Tippins (BERK)**

*Engagement Lead*

- Public Participation Plan development
- Lead community engagement process, facilitation of public meetings



**Steve Rothberg (Mercator)**

*Situation Assessment Lead*

- Provide support around LOB analysis
- Familiarity with NWSA and Port of Tacoma infrastructure and land uses

# PLANNING CONTEXT



## **2016 is very different than 2011.**

- Port is a more mature organization.
- Competitive landscape has shifted.
- One year into the Northwest Seaport Alliance.
- Public is more engaged.

**As a result, the process will be different than in 2011.**

# OVERVIEW OF OUR APPROACH



## Phase I: Scoping

### December – February/March

- Kick-off Meeting (December)
- Interviews with Commissioners and CEO (January)
- Scoping Workshop with Commission (today)
- Background Information Gathering
- Commission Retreat (proposed)
  - Current situation assessment and key questions
  - Exploration of potential futures for the Port
  - Parameters and criteria for decision making
  - Scope of planning process and timing
  - Public and stakeholder engagement plan

### Phase 1 Summary and Phase 2 Work Plan

# SUMMARY OF INTERVIEWS



## 1. Ultimate Desired Outcomes: What Would Success Look Like?

*Discussion Question:*

*Do you have any suggested revisions to the desired outcomes or additional outcomes you would like to see accomplished?*

# SUMMARY OF INTERVIEWS



## 2. Scope of Issues to Address in Plan Update

## 3. Approach to Planning Process

### *Discussion Questions:*

*What is necessary to have in place before engaging the public?*

*What information would you like to support our next conversation at an upcoming Commission retreat?*